Innovative Technologies of Mass Media Materials in Learning Foreign Languages and Cultures

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ABSTRACT

The Article Discusses Modern Innovative Technologies of Mass Media such as an Electronic Library, Online Testing Project Methodology, The Use of New Information Technologies, Internet Resources Help to Implement a Student-Centered Approach in Teaching a Foreign Language For Self-Taught. In English Lessons With The Help of Innovative Technologies, it is Possible to Solve a Number of Didactic Tasks: to Form Reading Skills and Abilities Using the Materials of the Global Network; Improve the Writing Skills of Students; Replenish Students' Vocabulary; to Form Students' Motivation to Learn English on their own, to Broaden the Horizons of Students, to Establish and Maintain Business Connections and Contacts With Their Colleagues in English-Speaking Countries.

Keywords---Technical means, innovative technology, Internet resources, multimedia tools, computer technology

I. INTRODUCTION

In the modern world, the issue of the using of new information and innovative technologies in educational institutions is increasingly being raised. These are not only innovative technical means, but also new forms and methods of learning a foreign language, a new approach to the learning process. The main aim of teaching foreign languages is the formation and development of students' communicative abilities, possession of not only theory but also practical skills and the use of the language in life. And the task of the teacher is to create conditions for the practical mastery of the language for each student, to choose such teaching methods that would allow each student to show their activity and creativity. The task of the teacher is to activate the cognitive activity of the student in the process of teaching foreign languages. Contemporary pedagogical technologies such as the use of new information innovation, electronic libraries, online tests, Internet resources help to implement an individual touch to learning, provide individualization and differentiation of learning, taking into account the abilities of the student.

II. RESEARCH

From 1997 till nowadays, the amount of visitors to traditional libraries has decreased, and the amount of users of the electronic library is increasing every day. In 1990, the American Memory Project was launched by the Library of Congress. The project provides free and free access to electronic sources on the history of the United States[1]. The objective of this academic article is to create an electronic educational environment designed to improve the efficiency and quality of education for foreign students by maximizing the facilities of computer and innovative technologies in education.

The academic article is focused on the development of software solutions, the preparation of a methodological base and training materials for work in the field of "e-learning" - electronic and distance learning.Such innovative technologies are universal software systems focused on solving problems in the field of automation, modernization of the educational process, giving the teacher a convenient and flexible learning tool. Innovative technologies - obtaining a new or efficient production of an existing product, product, technique, new or improved technological processes [2] Electronic library - an ordered collection of heterogeneous electronic documents (including books, magazines) equipped with navigation and search tools. This can be a website where various texts (more often literary, but also scientific and any others, up to computer programs) and media files are gradually accumulated, each of which is self-sufficient and can be requested by the reader at any time. An "open library or electronic library" is a library where you can find a lot of materials distributed under an open license, which gives you the right not only to freely use, but also to modify, study and process these materials. Everyone can find various textbooks, video-audio materials, rare books from library archives and dissertations on the sites of electronic libraries. Also, all these materials are available in electronic form and for download.

III. METHODOLOGY

At the moment, the following software products are actively used in the educational process of "Osh State University": "Electronic Library System of Osh State University" https://ibooks.oshsu.kg/. Such resources of these modern technologies are known not only to employees and students of Osh State University, working with these systems, but also for foreign specialists coming to our country who visit Osh State University. This electronic library is a management system for high-tech electronic textbooks. Therefore, you can use all electronic resources both in the classroom (computer class) and remotely, via a mobile phone or tablet. In this way, students can learn independently with the help of a modern innovation system.

IV. INNOVATIVE TOOLS OF MASS MEDIA IN LEARNING LANGUAGE

Today, any gadget user with an Internet connection can easily install various software applications for working with electronic textbooks from the website of many educational organizations on their computer or phone in Kyrgyzstan. Developed (advanced) opportunities for educational material, including various types of self-control and support for any multimedia information, allow you to create effective tutorials in various disciplines. Multimedia is a form of communication that combines various forms of content, such as text, audio, images, animation, or video, into a single presentation, as opposed to traditional media such as printed materials or audio recordings. Popular examples of multimedia include video podcasts, audio slideshows, animated shows, and movies. [3] Tutorial files can be protected with individual installation keys, which makes it possible to use them commercially. Such systems manage high-tech electronic textbook. The main principle underlies such a teaching aid: the main emphasis in the approach is on INTERACTIVITY - the ability of an electronic textbook to interact with a student, so the student can analyze his actions and work results, or choose other alternative options for studying educational material, i.e. on feedback that printed textbooks and their electronic counterparts in well-known formats such as Word, PDF or web page format cannot provide. In advanced books one can see a sufficient interactive approach. For example, all textbook material is packed into one file, including multimedia data (video and audio files) and tests for self-control, exercises and other related files, in other words, the student can interact with the textbook. [4] The next type of resource is undoubtedly a new innovative technology in learning English. The benefits of these resources are felt by every user learning a foreign language. Online tests have advantages for e-learning courses. There may be hesitation about the accuracy, validity, security, integrity, and quality of online testing. However, this type of assessment offers so many benefits for online learners and educators, mostly in terms of administration, grading, that it deserves a closer look:

1) Students can take multiple short tests throughout the e-Learning period. Tests can be personalized and tailored to each student.

2) Multiple choice tests (such as multiple choice or True/False) can be graded instantly, allowing students to see how they did on the test at a glance, and online instructors to make real-time changes to instructions based on the data. This allows teachers to spend more time giving feedback to students rather than reading and checking papers.

3) Voice feedback tools such as Kaizen or a built-in feature inside the LMS allow teachers to provide voice responses to tests or other assignments, which is convenient for both the teacher and the student. Online tests offer many opportunities for versatile assessment of students: synchronous and asynchronous tests, using special online platforms and without them, in real time, and with the ability to download and take the test at a convenient time, as well as using various devices (phone, tablet or laptop).

4) Such tests are especially important for final assessment, which determines whether a student graduates, moves to the next level or receives a certificate.

Today's time is the time of free access to any information, in a few seconds, you can get an answer to any question. Dictionaries and encyclopedias are becoming so popular. For students, the process of obtaining additional knowledge, preparing for seminars, writing essays, etc. has been simplified. Nevertheless, there is not enough educational material that does not analyze and does not require active user actions, but users achieve the goal. The advantages of innovative technologies described above are aimed at the ability to present the studied material in the most cognitively beneficial form, including the possibility of multiple presentation of the same material in order to achieve the goals of the teacher and the student. Information technologies (IT), also - information and communication technologies - processes that use a set of tools and methods for collecting, processing, accumulating and transmitting data to obtain information of a new quality about the state of an object, process, phenomenon, information product [5]. In addition to this, the mechanism of our virtual textbooks is equipped with tools that allow you to turn ordinary content into presentational learning material. These are context-sensitive pop-up windows, means of sound support for arbitrary text fragments, means of focusing attention on individual fragments of material, hiding and showing secondary and auxiliary information, the possibility of alternative presentation of individual information elements, etc.

Online tests are a kind of presentation of educational material that allows you to organize the process of consolidating knowledge and establishing a connection between knowledge, skills and reflexes that are required for a solid assimilation of the acquired knowledge. Online tests are a kind of "knowledge recorder and checker", most often representing interactive exercises on the previously covered material. Specific benefits include the following:

❖ no time limits for completing tasks;

❖ the student can take a test to strengthen knowledge at any time;
❖ after the completion of the work, the user

does not get a mark but rather receive a formative assessment, a recommendation for further actions; Having no time limits, the user calmly passes the online test, while knowledge is recorded, which confirms the effectiveness of these resources.

V. CONCLUSION

Innovative technologies in English lessons teach students to organize their activities, the ability to think, competent and meaningful reading, the ability to cooperate and get the result of learning on their own. The techniques of such technologies give students the opportunity to express their point of view on the topic being studied freely, without fear of making mistakes and being corrected, to record all statements, expand their vocabulary and use the acquired knowledge in life. Many students like to work independently: use e-libraries and check their knowledge by online tests, because they get more of the necessary knowledge and use that skills in their life.

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